

# **Exhibit A**

| SELECTED ULTREO ADVERTISING CLAIMS<br>REFERENCED IN THE BODY OF P&G'S MEMORANDUM OF LAW<br><br>Brackets "[ ]" denote changes made by Ultrabo<br>and which no longer appear in the advertising claim | TO<br>DENTAL<br>PROFESSIONALS | TO<br>CONSUMERS | NOT CURRENTLY<br>BEING USED BY<br>ULTREO |
|---|-------------------------------|-----------------|--|
| "As the bubbles expand and contract, they [are able to] remove plaque bacteria." *  | ✓                             |                 |  |
| "Bubbles are activated by the ultrasound and transformed into pulsating bubbles that can remove plaque bacteria." *   | ✓                             |                 |  |
| "The sonic bristles create bubbles that pulsate at an exact ultrasonic frequency for optimal plaque removal."   |                               |                 | ✓  |
| "Bubbles are activated by the ultrasound and transformed into pulsating bubbles for an incredible feeling of clean."  |                               | ✓               |  |
| "As shown in laboratory studies conducted at a leading university, as these bubbles expand and contract, they can remove plaque bacteria."  | ✓                             |                 |  |
| "Sonic action bristles with power tip creates bubbles and cleans away plaque upon contact."   | ✓                             | ✓               |  |
| "A deep clean. Ultrabo's combination of ultrasound waveguide technology and sonic bristle action can remove hard-to-reach plaque that bristle action alone can leave behind." *                     | ✓                             |                 |  |
| "Ultrabo—a safe, yet powerful [cleaning] combination of ultrasound-activated pulsating bubbles and sonic bristle action for a [gentle, deep,] long-lasting feeling of clean."                       | ✓                             |                 |  |
| "A deep clean. Ultrabo's combination of ultrasound waveguide technology and sonic bristle action can remove hard-to-reach plaque for an incredibly deep feeling of clean."                          |                               |                 | ✓  |
| "Ultrabo takes power brushing where it's never gone before."  | ✓                             | ✓               |  |

\* Accompanied by footnote disclosure referencing reliance on laboratory studies.

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|---|-------------------------------|---|--|
| "THE DIFFERENCE IS ULTRASOUND. Ultræo takes power brushing where it's never gone before with a [groundbreaking] combination of ultrasound wave technology and precisely tuned sonic bristle action. Ultræo's bristles create bubbles that are powerfully activated by nearly 4 million cycles of ultrasound energy channeled by a [proprietary] ultrasound waveguide."    | ✓                             | ✓<br><br>(substantially similar language) |  |
| "As these bubbles expand and contract, they [are able to] remove plaque bacteria." *  | ✓                             |   |  |
| "As shown in laboratory studies conducted at a leading university, as these bubbles expand and contract, they remove plaque bacteria. Ultræo—a safe, yet powerful [cleaning] combination of ultra-sound-activated pulsating bubbles and sonic bristle action for a [gentle, deep, ] long-lasting feeling of clean. TRY THE NEW ULTREO FOR THE ULTIMATE ULTRASOUND CLEAN." | ✓                             |   |  |
| "Bubbles are activated by the ultrasound and transformed into pulsating bubbles that can remove plaque bacteria, as shown in laboratory studies."   | ✓                             |   |  |

\* Accompanied by footnote disclosure referencing reliance on laboratory studies.